CANADIAN MOVING PICTURE
Digest

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EDITOR AND
PUBLISHER
FILM BLDG.
277 Victoria St.
TORONTO

THIRTY-THIRD YEAR OF PUBLICATION 1915-48

Vol. 40, No. 1 TORONTO, CANADA May 1st, 1948

Never A Dull Moment!

THE caption refers to Show Business, for the unpredictable element permeates every branch of Entertainment. Until the script is ready for "shooting", ten script writers may write in, or write out, scenes, and in the grand finale, the author, of the book or the play, may or may not recognize his, or her brain-child. When finally screened, the public may complain because the picture follows the book, or play, too closely, or may complain, because the picture is better than the book, or the play.

The selection of stars is another worry. Most stars are eager to play in a best-seller, to bring to life upon the screen a much-discussed fictional character. But some stars may not like the book, or the character which they are to play, feeling no sympathy, nor kinship with the character selected for them to portray, although their friends, the critics, and the producer, may hail, in advance, their great screen opportunity.

The director's selection is another worry, and having made the selection, the producer may find occasion to exclaim, "never a dull moment", for the director may not agree with the producer on the selection of the stars, or the cast.

In the midst of production there may be a strike, or an accident to the star, or it may be that the star believes the cameraman is playing a favorite, and giving too much personal camera attention to a minor character.

The picture, at its premiere, may make a hit, because of a distinct minor character which then necessitates new billing for another name. The title may prove misleading to movie patrons, despite the wide public reading of the book, or stage reception, and to help the movie box office, a change in title may be imperative.

We had an example of this in Samuel Goldwyn-R-K-O's "The Bishop's Wife", now publicized as "Cary and The Bishop's Wife". It is much better box office, so we are told, than it was as "The Bishop's Wife".

At last, the premiere, the critics, the trade, the public, are all set to praise and to applaud. No costs have been spared to make the picture big. The following day, the press is not lukewarm in its interest, but pans the picture without inhibitions. The trade takes up this tempo, and the "death whisper" starts with anxiety at the box office.

The public may or may not agree with the press and the trade valuation. If the box office reacts to the press comments than the sales force, publicity, and exploitation departments must get together to find another marketable asset to put the picture over.

It takes a great deal of convincing to sell a first-run flop, yet the next run may be a hit, and, although the picture's success may be "spotty", on the whole, the producer and distributor may count profits.

Never a dull moment with such a picture, the sales selling is through troubled seas during the life of the picture, but five, seven, or ten years later the re-issue may be a phenomenal success.

Trade practices within our industry, government investigations, legal complications, radio, personal appearances of stars, admission taxes, foreign market complications, wars and rumors of wars, storms, floods, hurricanes, heat and light restrictions, hot weather, cold weather, block selling and single picture selling, divorcement, overseating, increased admission prices, and now Television with a world-wide interest in its marketable assets, and with unlimited complications, make us exclaim, "Never a dull moment!"

—EDITOR.

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
277 VICTORIA STREET · TORONTO

« Capital Story »

By WILL McLAUGHLIN

A QUICK check-up of first-run theatres the other evening bears out the general feeling among managers that show business is on the up-beat and will continue to improve until the first warm weather and daylight saving time again become the theatre's greatest competition. The Capitol, Regent and Centre, Ottawa's only main stem movie houses, were filled to the rafters and had long lines of people waiting for the second night shows when this reporter took a walk up and down Sparks Street during a recent midweek evening.

* * *

Plans were drawn up to form a Dominion-wide organization for the promotion and control of documentary and industrial motion pictures, during a recent meeting of interested parties held at the Chateau Laurier. The National Film Society of Canada has arranged to call a conference on the idea at which it is expected some 30 groups, including the National Film Board, the Film Producers Association of Canada, the Armed Services Film Bureau, the Montreal Industrial Film Council and other film associations will send delegates.

The Canadian-made "Whispering City" (English version) had its Ottawa premiere the other day at the Glebe Theatre. While manager Frank Gallop gave the engagement some special advance advertising, Ottawa and district cinema-goers seemed to be more interested in the Glebe's "give-away" silverware than they were in this Quebec Productions release through Eagle-Lion. The French version of the same picture was shown early last Fall at the Cartier Theatre, in the city of Hull, which is just across the Ottawa River.

* * *

The National Film Board has cleared up an impression that all future releases of the Canada Carries On series will be two reelers. "Home Town Paper", about to be released to theatres, is a two-reel subject but otherwise the one-reel shorts are considered sufficient in view of the many double bills.

* * *

Hold-overs of first-run attractions included Danny Kaye in "The Secret Life of Walter Mitty" at the Capitol Theatre; "Golden Earrings", a Paramount release, co-starring Ray Milland and Marlene Dietrich at the Regent, and "Song of My Heart", the special Monogram production based on the life and music of Ilyitch Tchaikovsky, which found appreciative audiences at the Dual Elgin Theatres.

Miss Pierrette Paquin, the attractive and talented young daughter of Donat Paquin, well-known Ottawa and Hull theatre operator, received the Barbara Ann Scott Trophy in appreciation of her fine record during the Canadian figure skating competitions held recently at Calgary. The trophy was presented by the donor, the triple-crown champion of the world, Barbara Ann Scott, in a ceremony which took place in the Minto Skating Club rooms.

* * *

Frank Gallop, energetic manager of the Glebe Theatre, was elected first vice-president of the newly-formed Glebe Business and Professional Mens' Association. Other officers elected at the organization meeting include prominent business and professional men with shops and offices within the immediate district in which the Glebe Theatre is situated.

* * *

The National Film Board sent out invitations for a private showing of two of the Board's most recently completed productions. The screening took place at the Little Elgin Theatre on the afternoon of Thursday, April 22nd, the program including "Inside the Atom" with scenes actually taken in and around the Chalk River plant to show the part Canadian scientists are playing in the developing of atomic power, and "Eyes on Canada", which deals with Canada's role in international affairs.

J. ARTHUR RANK
Presents
GRETA GYNT
DENNIS PRICE
JACK WARNER
in
EASY MONEY
A Comedy-Drama Based on the Private Lives of Sweepstake Prize Winners
A Sydney Box Production for Gainsborough
Available for Early Booking
An EAGLE-LION Release

IT'S A PROBLEM!

"Take away the dishes, the glasses, the flatware, the dinnerware, the hardware . . . we're playing Eagle-Lion pictures."

RAY PRESENTS

EDITORIALLY, we have spoken of Television. You who have only made it a subject of conversation, should take a trip to New York and listen to Television developments and conversation. Variety has headlined its April 21st edition with "Video Rewriting Show Biz", as a front page caption.

Famous Players partners know that Paramount is a pioneer in the Television field, that Barney Balaban, president, and John Balaban, invested millions of dollars in experimentation and patents.

Several years ago, the partners of Famous Players, as guests of Paramount and John Balaban, president of Balaban and Katz circuit, Chicago, visited Chicago, and were introduced to Television. Mr. Balaban, president of Paramount, stated that Famous Players Canadian partners were in on the benefits of the Television development.

AT the Broadway Paramount Theatre, a few weeks ago, there was, what is termed, a "sneak demonstration". The result started some real thinking, in relationship to exhibition. How are exhibitors to meet Television? Shall movie theatres introduce full-screen Video in their theatres to meet home competition of Video, or shall they oppose the vast commercial home market to save their own box office receipts?

I do not believe that exhibitors will be able to stop Video's home market expansion. The possibilities of the latter market are too vast; and by comparison, the exhibition market, as represented by theatres, in relationship to the Video home market, is too small to give the Video exploiteers much concern.

It is much better to ride with the tide, than to barricade or damn its naural ebb and flow. There are some manifestations of Nature which are so titanic, that man becomes the servant and not the master of such cause and effect.

Video, in my opinion, is too big for exhibitors to damn.

LET us review what Paramount intends to do with the Gargantuan Movie Infant.

Paramount is attempting to televise the coming Louis-Walcott fight on the Paramount theatre screen. If successful, the admission price will be increased, for all seats, the night of the fight.

Barney Balaban believes, that despite home Video sets, the Paramount Theatre would show to a capacity house, since there are but a limited number of home sets in New York. This opinion is shared by Video's president and the Television Chief, Paul Raibourn.

THE screen, as we know, has the advantage of providing a full and clear view of the fight, at lower admission prices than the New York stadium, and in much more comfortable surroundings.

Television rights may, however, present legal and copyright difficulties, and exhibitors may find themselves with a few unexpected partners and no end of copyright restrictions. Producers are not free from such complications in respect to Television Rights which involve players, authors and composers, not overlooking promoters' sport interest.

IN connection with exploitation of pictures and showmanship, a letter sent out recently by Jack Arthur, to managers of his district, has some interesting points on showmanship. I quote from his letter:

"Mr. Fitzgibbons has stated that one of the best ways he knows for a manager to assist himself, is to take advantage of the opportunities given through the trade papers to publicize himself through smart exploitation of his attractions.

"He states, exploitation and showmanship are the life blood on which motion picture theatres exist, and it makes the manager's position that much better if he can make his efforts along these lines known through trade publications.

"I suggest", continues Jack Arthur, "that it would be to your advantage to send your best campaigns to the Round Table in the Motion Picture Herald; to Chester Friedman, Editor of "Showmandiser", in Box Office, and, above all, take advantage of the Canadian Moving Picture Digest Showmanship Contest, by making one or more entries to it. Even if you don't win a prize, the publicity, which you personally get for your entries, shows that you are a live-wire and keeps your name before your brother managers and business associates". Take this tip — it will pay off. The Digest Showmanship Contest is now open. Closing date is August 31st.

SIMON MERETSKY is not taking the proposed provincial amusement tax without voicing his disapproval. A recent letter which he has written to the Hon. L. Frost, to Premier Drew, Cabinet Ministers and all members of Parliament, Windsor constituency, stresses a good dozen reasons why the proposed tax is unfair.

Simon has it figured out, that, if there must be a tax it should be not more than 10% and only on tickets over 25c.

I HAVE a letter from Max E. Youngstein of Eagle Lion Films, Inc., New York, who has sent me a copy of a letter which he received from Leonard Shea, Memphis Branch Manager, who attended the opening of Dave Flexer's Mi-De-Ga Theatre in Waverly, Tennessee.

"Dear Max: I recently attended a theatre opening in a small town in Middle Tennessee, Waverly by name, and I was so impressed by the invocation that, after coming back to the office, I wrote Dave Flexer, the exhibitor in the town, and requested him to ask Rev. F. F. Moore, Pastor of the Waverly Methodist Church, to jot down the prayer and send me a copy.

"To me, Pastor Moore made the most intelligent and comprehensive evaluation of the need for and good of the theatre to a small community I believe I have ever heard. In our part of the country we need every bit of goodwill we can obtain from any source, and particularly from the churches in the community wherein we serve our pictures.

"I would appreciate very much, if possible, your seeing that this will fall in hands that will give it good publicity, as I think whatever will help small town exhibitors will also help us.

"In this day of adverse criticism towards our industry from all angles, it is at least refreshing to see a man thank an exhibitor for building a theatre in his community. Sincerely, Leonard Shea".

I AM also in receipt of the prayer which was offered by the Rev. F. F. Moore, Pastor, Waverly Methodist Church. I am quoting excerpts from this prayer, as I believe it establishes a precedent in Public Relations as between the Church and the Theatre and is a brave and pioneering gesture on the part of the Reverend.

"Our Father, we come to invoke Thy Blessings upon this gathering of citizens who are here for the opening of this splendid institution.

(Continued on Page 8)

WEATHER

"APRIL SHOWERS"
NOW!!!
Everything to make an exhibitor sing! A musical with a real human story, over a dozen favorite tunes and a grand cast headed
by Jack Carson
Ann Sothern

W
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PROFIT!!!

INTER
EETING"
NOW!!

A Performance More
Powerful Than Any
You Have Ever Known
by Bette Davis

And
ALL THE TIME
WARNER SUNSHINE!!!

"TO THE VICTOR"
starring Dennis Morgan • Viveca Lindfors

"SILVER RIVER"
starring Errol Flynn • Ann Sheridan

"THE ADVENTURES OF ROBIN HOOD"
color by TECHNICOLOR (Reissued)
starring Errol Flynn • Olivia deHavilland

WILKIE COLLINS'
"WOMAN IN WHITE"
starring Eleanor Parker • Alexis Smith
Sydney Greenstreet • Gig Young

"ROMANCE ON THE HIGH SEAS"
color by TECHNICOLOR
starring Jack Carson • Janis Paige • Don DeFore
and Doris Day • A Michael Curtiz Production

"KEY LARGO"
starring Humphrey Bogart • Edward G. Robinson
Lauren Bacall • Claire Trevor
and Lionel Barrymore

Toronto and District

By BILL PRESS

A CONSIDERABLE number of industrial representatives travelled the 25 miles from Toronto to Brampton for the "open house" at the Roxy, which is the first Quonset-type theatre in Ontario. Invitations for the party were issued by the National Theatre Sales Company through the courtesy of Odeon Theatres of Canada Limited, the former being the agent for the sale of Quonset "40" Stran-Steel theatre structures.

The guests were welcomed by Archie Laurie of National Theatre Sales, Clare Appel, Sam Fingold, Ralph Dale and others, including Keith Wilson, who became manager of the Roxy, in addition to the Odeon in Brampton. Also on hand was Joseph Wolfond of Guelph, the building contractor who completed the Odeon in the Royal City not long ago.

The visitors, including film exchange officials as well as theatre men, inspected the unusual theatre, which seats 618, from top to bottom. Although Gaumont-Kalee projection equipment has been installed in the new Odeon Danforth Theatre in Toronto, the Roxy at Brampton has been fitted with a battery of Motiograph projectors. The Roxy was finished in 18 weeks but the work could have been speeded under normal conditions, the construction of this house having been delayed by adverse weather and a spring flood.

No less than eight of the 11 first-run theatres in Toronto had holdovers for the booking week of April 22nd-23rd, the longest engagement being registered at the Nortown and Victoria Theatres where "Sitting Pretty" went into its sixth week.

* * *

Dan Krendel, Famous Players western Ontario district manager, is holidaying in New York.

* * *

Larry Graburn, advertising director of Odeon Theatres of Canada, was married to Verda Cavanaugh, of Calgary, in Toronto, on Saturday, April 24th. Rev. Gregory Kelly officiated. Frank Fisher, general manager of Eagle-Lion Films of Canada, was best man. Only a few intimate friends were in attendance. The bridal couple are on a honeymoon tour through New York and the eastern United States.

* * *

George Oullahan, manager of Sterling Films, Toronto, has been on a business trip in the Maritimes in connection with Foto-Nite.

* * *

The former owner of a hotel at Kearney, Ont., James Whittaker has acquired the Hudson Theatre on Mt. Pleasant Road, Toronto, from the Heller Bros., who had operated the independent neighborhood house since the termination of the war.

Joe Stern, brother of Irving Stern, Ontario salesman for Monogram, has taken over the Avalon from Twentieth Century Theatres. He will manage and have complete charge of the theatre's operations.

* * *

Sincere sympathy is extended to Willard J. O'Neill, secretary-treasurer of Paramount Film Service Limited, Toronto, in the death of his wife, Hildred, at the family residence, 923 Avenue Road. Three children are also immediate survivors. Mrs. O'Neill was buried from St. Monica's Church, after a High Mass, which was attended by numerous representatives of the Motion Picture Industry and a wide host of friends.

* * *

Phil Rosen, Hollywood independent director, has gone to Montreal after having spent some weeks in a Toronto hospital. He is understood to be interested in the production of another feature picture.

* * *

Manager R. D. Brown of the Vanity Theatre, Windsor, supervised an important feature, April 21st, on the stage of the theatre, when the Forest Oak Shield from the Lord Mayor and citizens of Windsor, England, was presented to Ontario's Windsor. The ceremony was covered by Associated Screen News while a shortwave broadcast was made from the scene to England by the CBC. It was an interesting tie-up.

* * *

The Doric Theatre, formerly booked by National Booking Company, is now being booked by Exhibitors Booking Association. House is owned by Sam Lester.

* * *

Jack Chisholm, Ontario branch manager of Associated Screen News, was the host at a party in conjunction with the screening at the Toronto office, of "Heritage for Tomorrow" which deals with livestock breeding. The color film was produced for the Quaker Oats Co. of Canada Limited.

* * *

Ernie Moule, veteran Brantford exhibitor, has recovered nicely from another hospital illness and is looking after his business affairs, although he is taking it easy on his doctor's orders.

* * *

Manager Howard Elliott of the Fairlawn in North Toronto has launched an Odeon Movie Club, the first meeting being scheduled for Saturday morning, May 1st, previous to which he conducted a lively membership drive in the North End of the city.

The Canadian Moving Picture Digest

Entered as Second Class Matter

RAY LEWIS - - - Editor and Publisher

BERT H. WILKES - - Associate Editor

Published by

CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED

277 Victoria Street - Toronto

Telephone: WAverley 4929

Cable: Raydigest

Established 1915. Publication weekly.

Subscription: $5.00 yearly

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WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.
ROY LESTER.....Montreal, Que.

James Hardiman, manager of the new Danforth Theatre, Toronto, came to Canada from England after distinguished war service and was assistant manager of the Capitol at Niagara Falls, after which he handled the Gregory at Oakville before taking charge of the new Odeon unit.

* * *

W. M. Gladish, veteran film reviewer and newswriter, was elected a director of the national board at the annual convention of the Canadian Philatelic Society in Brantford. He was also nominated for the office of president but withdrew in favor of Bert L. Baulch, field secretary of the Ontario Society for Crippled Children.

* * *

Canadian Paramount News secured exclusive coverage of the final Stanley Cup hockey game at Detroit in which the Toronto Leafs came out on top. The picture, which included the Toronto civic reception to the champions, was quickly made available to first-run theatres here.

* * *

Provincial Treasurer L. M. Frost has ruled that the Ontario amusement tax of 20 per cent will not be imposed on "amateur sports" when the levy comes into effect. This puts the real load on the theatres for the benefit of hospitals. But the question continues to be: When will the Federal government relinquish its war tax on theatre grosses, if ever?

* * *

Helen Allen, popular film reviewer of the Toronto Evening Telegram, spent several days in Ottawa to cover the Progressive-Conservative national convention.

* * *

The "Royal Silver Wedding" picture, which was released on April 26th, to coincide with the 25th anniversary of the marriage of our King and Queen, will be distributed in Canada by International Film Distributors, according to a statement made by David Griesdorf, president and general manager of that company.

"Bachelor And Bobby-Soxer" Contest Winners Announced

Cash awards of $2,000 were shared by a number of Famous Players' managers in the circuit's recent campaign for "Bachelor and the Bobby Soxer". Special prizes totalling $1,000 were set up in both the Eastern and the Western Divisions for the best exploitation and publicity campaigns and for the best comparative grosses.

In the Eastern Division, Bill Trudell of the Capitol Theatre, London, won the top prize of $125 for the best publicity campaign. Len Bishop and Marc Hirsch of the Tivoli and Eglinton Theatres, Toronto, shared second prize of $75 and Stan Andrews of the Capitol Theatre, Sudbury, won third prize of $50.

Judges' votes showed that Eddie Newman of the Metropolitan Theatre, Winnipeg, and Charlie Doctor of the Capitol Theatre, Vancouver, were tied for first honors in the exploitation campaign for the Western Division so first and second prize money was combined and divided evenly, giving both managers $125. Third prize went to Eddie Zetterman of the Columbia Theatre, New Westminster. He collected $75. Fourth prize of $50 was won by Walter Wilson of the Capitol Theatre, Edmonton and 5th prize of $25 went to Pete Egan of the Palace Theatre, Calgary.

The Eastern and Western Division Managers, Morris Stein and Larry Bearg, set up their awards differently though each had $1,000 for his Division. The West devoted more money to publicity and the East the most to awards for grosses.

Each Division was divided into three groups for the best comparative grosses. The contest was based on a comparison between the actual gross on the "Bells of St. Mary's" and "Bachelor and the Bobby Soxer" day by day for the same number of days of playing time.

Bill Trudell of the Capitol Theatre, London, was a two-time winner collecting $150 as winner of Group 1 in comparative grosses. Roy Miller of the Lincoln Theatre, St. Catharines, placed second to win $100.

In Group 2, Louis Gauthier of the Cartier Theatre, Hull, won $150 for first and Al Hartshorn of the Regent Theatre, Oshawa, collected $100 as second prize.

Benny Lehoux of the Noranda Theatre, Noranda, won the $150 prize for topping Group 3 and C. J. Jeffreys of the Algoma Theatre, Sault Ste. Marie, won $100 for second place.

In the Western Division, three prizes were offered in each of the three groups. First prize for each group was $100, second, $75 and third $25. The winners: Group 1: Charlie Dilley, Colonial Theatre, Port Arthur; Dave Borland, Dominion Theatre, Vancouver, Eddie Zetterman, Columbia Theatre, New Westminster.

Group 2: Roly Keil, Strand Theatre, Edmonton; Harry Black, Capitol Theatre, Prince Rupert; Claude Smith, Strand Theatre, Chilliwack.

Group 3: Cecil Cameron, Kerrisdale Theatre, Vancouver; Jack McNicol, Alma Theatre, Vancouver; Harry Thoson, Grandview Theatre, Vancouver.

Carefully scrutinizing the campaigns submitted by Famous Players' managers in the "Bachelor and the Bobby-Soxer" contest, are the five judges. Reading from left to right, they are Maurice Rosenfeld, MacLarens Advertising Company; Lester Whiting, Cockfield-Brown; Ray Lewis, publisher, Canadian Moving Picture Digest; Hye Bossin, managing editor, Canadian Film Weekly, and Leo Devaney, Canadian general manager, R-K-O Radio Pictures.

"Blind Date" Contest Aids "The Voice Of The Turtle"

"The Voice Of The Turtle", which has just completed its second week at Shea's Theatre, was promoted in Toronto with a very heavy advance and current campaign. By contacting the Yolles Furniture Company, an agreement was reached with them, whereby they would sponsor the "I Married My Blind-Date" contest and give the major prize to the winning couple. Not only have all the Yolles Furniture Stores in Toronto been devoted to full window displays with direct tie-ups for the picture, but also Yolles' radio spots on CKEY have daily, throughout the run, given plugs for the contest and the picture. These plugs were also duplicated in all the Yolles Furniture Company's advertising in the local newspapers.

The above contest is being carried on Jerry Burke's program from 2-4 p.m., over Station CKEY, and also given mention by several other "disc jockeys".

A saturation program over CKEY on the day prior to and day of opening was purchased and split between Warner Brothers and Famous Players.

Letters have been pouring in to CKEY from people who met and married their blind-date and the winning letter, which will be judged for originality and sincerity, will receive a beautiful chesterfield suite by kroehler; two mahogany end and matching coffee tables by Deilcraft and two very fine table lamps, all from Yolles. They will also, by arrangement with the Cardy Hotels, receive a weekend free of expense at the General Brock Hotel in Niagara Falls; be entertained as guests of Mr. Norman Cornell at the Club Norman, Toronto; and milady will receive a permanent wave from Stearn's Beauty Salon.

While discussing this campaign with Tony Ranicar, he informed me that the success of the whole thing was entirely due to the excellent co-operation received from Jimmy Cameron, exploiteer extraordinary, for Famous Players and Freddy Trebilcock, manager of Shea's Theatre.

Similar co-operation at other major playdates should prove to be the main factor as to whether this picture continues to gross the high figures it did in Toronto.

DRIVE-IN OPENS

Following the opening of the Biltmore and the Danforth in Toronto, the Northeast Drive-In Theatre at Lansing and Dawes Road, got under way April 22nd, for its second season. The Province of Ontario is to have a new open-air theatre over at Niagara shortly, the unit to be under the management of Dewey McCourt of the Brock, Niagara-on-the Lake.

Winnipeg News

By J. J. CONKLIN

AFTER bearing up during the war years under the heavy tax on theatre admissions, patrons of theatres have been looking forward to the lifting of the burden on admissions. For the past six months they have joined with managers of theatres in pressing for the elimination of the impost, and they had been gratified to learn from the finance minister that it was the intention of the Dominion Government to abolish the tax, which amounted to 30 cents at each first run theatre, 20% by the Federal and 10% by the Provincial Government. However, Premier Garson of Manitoba said that when the Dominion Government left this field of taxation the Manitoba Government would enter it, and he introduced a bill, in the Legislature, specifying that when the tax was dropped by the Federal authorities the Province would impose a 25% tax on all theatre tickets. The Manitoba Motion Picture Association then made representation to the local government that such a tax would be unjust and unpopular, but the only relief he promised finally was that all 25 cent tickets and under would not be taxed, and the bill was finally approved on April 21st by members of the Legislature. It will mean that 50 cent tickets will cost 65 cents at first run houses.

* * *

"Gentleman's Agreement", the Academy award picture, starring Gregory Peck, is now playing at the Metropolitan and pleasing large audiences. The Ronald Colman picture, "A Double Life", is in its second week at the Odeon.

Cy Brownstone, formerly the manager of the Valour Theatre, is now the manager of the Paris Theatre. Cy is well known in the theatre world. Prior to service in the armed forces, he took part in radio and stage work in Winnipeg and was a featured vocalist on the radio program from CFCQ in Saskatoon. At the outbreak of war, Cy served with the Royal Edmonton Regiment 1st Canadian Division, where he saw service in Canada, England, Italy, France, Belgium, Germany and Holland, from May 20th, 1941 until April 6th, 1946, with overseas service of three and a half years. He participated in several stage shows and assisted in production of troop shows overseas. He will be succeeded as manager of the Valour Theatre by Allan Caesar.

FOR SALE
THEATRE CHAIRS

We now have a very large stock of excellent reconditioned (as new) Theatre Chairs. Quantities up to 1200 of a kind. Immediate delivery.

NOW — New all-steel construction spring-edge, highest quality Theatre Chairs available.

7500 yards of imported carpet direct from England and Scotland.

Enquiries Respectfully Solicited

"LA SALLE"
RECREATIONS LTD.
(Theatre Seating and Carpet Division)
S. A. LECHTZIER, Pres.
945 Granville St. - Vancouver, B.C.

The engagement of "St. Francis Of Assisi" and "The Adventures Of Chico" at the Furby Theatre, broke all house records and set new highs. The theatre was packed to capacity from 1 p.m. to 10 p.m. at night. The publicity and advertising campaign was handled completely from Alliance Films Winnipeg office. Tie-ups were made with all Catholic organizations in the city of Winnipeg. All the Parish Schools were scheduled for special matinees and the children were allowed out of school to attend these matinees. The program was held over for an additional three days.

Approximately 4,000 tickets were sold in advance through various Catholic organizations. All in all, it was a very successful engagement and augurs well for foreign films in Western Canada. Because of the success of this engagement, the manager of Alliance Films, is receiving inquiries from exhibitors, throughout Alberta, Saskatchewan and Manitoba, for play dates on this unusual attraction.

* * *

"The Barber of Seville", an Alliance release, opened at the Rialto Theatre, Thursday, April 22nd. The prices at the Rialto have been raised for this special engagement. The new prices bring the Rialto in line with the other first run houses in the city of Winnipeg. On this engagement, tie-ups have been made with all the phonograph record shops in the city of Winnipeg, there being window displays in Eatons and the Hudson's Bay and partial displays in the Winnipeg Piano Company, McLeans and Gensers. In addition to this, all the music teachers and key people in musical circles have been contacted.

RAY PRESENTS

(*Continued from Page 3*)

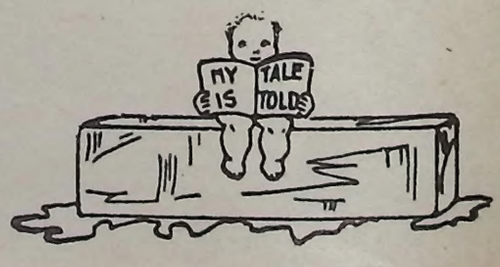
"We pray that Thou wilt rest Thy Blessings upon the owner of this theatre. We give Thee thanks for all the tireless effort which has been such an institution for the benefit of the people of this area. Thy blessings be upon his family.

"We thank Thee for the technological advances which make possible entertainment for the common man. Most of us, who are here, are caught in the monotony of a work-a-day world. Our lives are fitted with mundane things, so that we need this medium of escape from the hard, difficult places of life to recreate ourselves. To some of us this offers our only means of recreation.

"We thank Thee for the movie screen which has made us world travellers.

"We thank Thee for this medium of teaching . . . . grant us wisdom to use this mode of entertainment and education wisely . . . . Give courage to the leaders of the Industry so that they may face squarely the issues of life. Help them to grant, we pray Thee, to the Motion Picture Industry, a sense of its responsibility to foster clean living, since it is such a powerful instrument in the formation of character. May it glorify the Good rather than the Evil".

I will, on request, send a copy of the complete prayer, which I was here unable to republish in its entirety. It is a very beautiful and touching expression of an Understanding, of our Service and Responsibilities.



Alliance Films Hold Montreal Sales Meet

James L. Smith, President of Alliance Films Limited, held a sales meeting in Montreal last week with the Montreal and Maritimes branches. Attending were Peter Lambert, Montreal sales manager, Miss Molly Foreman, Montreal office manager, and Maurice Elman, Saint John branch manager.

During the discussions, which lasted three days, Mr. Smith outlined the product to be released by Alliance during the coming season, and set the sales policy to be followed on the new product.

Particular emphasis was laid on the Martin Johnson "specials", "Congorilla" and "Borneo", which just completed a record-breaking engagement at the Savoy Theatre, Hamilton, in its Canadian premiere. The program has been sold to Odeon Theatres of Canada Limited on a coast-to-coast deal.

Considerable time was also devoted to the foreign-language specials, including "Barber of Seville", which just finished an excellent week at the Odeon-Fairlawn, Toronto, and the Glebe, Ottawa, and opened last Thursday, at increased admission prices, at the Rialto, Winnipeg. This picture, also, has been sold to Odeon from coast-to-coast.

Another foreign-language "special" under discussion was "Shoe Shine", the first foreign-language picture ever to win an Academy Award. Following a capacity week at the Royal Alexandra, Toronto, at road show prices, this picture will play day-and-date, in the near future, at the Odeon-Fairlawn and the new Odeon-Danforth in Toronto, while the French-dubbed version of the picture opens next month at Odeon's new Champlain Theatre in Montreal. This picture also will play the Odeon circuit.

VARIETY STEWARD

Paul Courtney, world traveller, is the chief steward of Toronto Variety Club's impressive new quarters in the Prince George Hotel, which will be opened early this month.

Film Royal Wedding Gifts In E-L Technicolor Short

Following close on the heels of the technicolor short of the Royal Wedding, Eagle-Lion Films will shortly release, in Canada, another technicolor short subject, entitled "Royal Wedding Gifts". It is estimated that more than 261,000 people saw the Wedding presents, while on display at St. James Palace in London. So attractive were the gifts, that many of the visitors braved heavy downpours of rain, and snow storms in line-ups, waiting for the opportunity to see the magnificent gifts presented to Princess Elizabeth. The film company, who did all their filming at night, was insured for over a half million pounds against loss or damage to the gifts during the filming. Knowing there would be a great many gifts from all over the world and particularly from the Dominions, Mr. Castleton Knight, producer made a special feature of the gifts from the Dominions. The background music is orchestrated by England's famous composer and symphony leader, Ernest Irving.

100 Projectionists Guests At Equipment Demonstration

Over 100 projectionists, members of the International Projection Society, were guests of the General Theatre Supply Co. Ltd., at a luncheon and demonstration, which was held in the International Room of Columbia Pictures new building, recently.

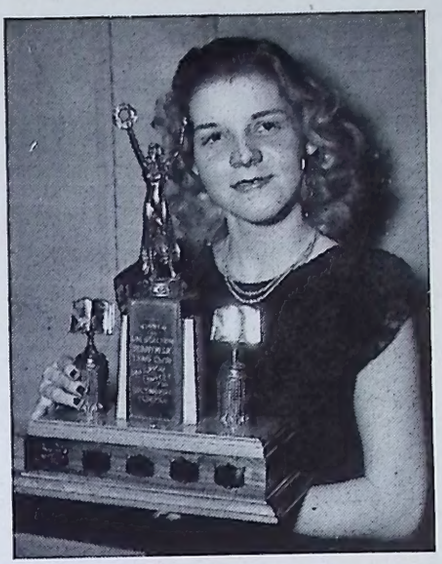
General Theatre Supply Co. Ltd., sponsors of the affair, demonstrated the Simplex E7 Projector and the Simplex Four Star Sound System, coupled with the Peerless Magnarc arc lamp.

The projector and arc lamp were demonstrated by Tommy Hoad, who spoke of the many improvements and refinements embodied in the units; the sound system was demonstrated by George Cuthbert, who explained every fine detail of the equipment.

Perry Wright To Vancouver As New E-U Branch Manager

A. W. Perry, president of Empire-Universal Films, Canadian distributors of Universal-International and Republic pictures, announces the appointment of G. P. Wright as branch manager of the Vancouver office. Mr. Wright has been with Empire-Universal for fourteen years, excepting two years which he spent overseas as a Flying Officer in the R.C.A.F. On his return from overseas, he was appointed Toronto office manager, a position he has retained until his present appointment. Leslie Plottel, former Vancouver branch manager, has resigned to go into business for himself.

TROPHY WINNER



Connie Laidlaw, daughter of Pioneer member Charlie Laidlaw, is shown with the trophy she won for oratory, in a Runnymede Lions Club competition, recently.

Winnipeg Pastor Claims Theatres Increase Sins

Watson Argue, pastor of Calvary Temple in Winnipeg, a Pentecostal church, in a Sunday evening discourse, attacked moving picture theatres and dance halls as places where the young are started on sinful paths, and he asked his listeners to avoid attending theatres.

Winnipeg's moving picture managers in preferring to make no comments on criticism of movies and dance halls, have said, "there's nothing to be gained by it."

B. K. Beech, secretary of the Manitoba Motion Picture Exhibitors Association stated: "Naturally the theatres are interested in Mr. Argue's statements. But members of the association do not think they are worthy of comment. It's just too ridiculous — just cheap sensationalism".

Richard Miles, manager of Western Theatres, felt that Mr. Argue hadn't been following the trend of the movies. "While there are some exceptions", he said, "the movies have improved a great deal. Motion pictures have done a lot to promote democratic ideas, to win the war and to show up the evils of totalitarianism. Through news reels and pictures based on the news, the public is kept informed on conditions in Europe and other parts of the world".

F-P TAKES OVER THEATRE

Famous Players Canadian Corporation and Sam Korman, a northern partner, have taken over the Malartic Theatre, Malartic, Quebec, from Charles Magnan, its previous owner. They will begin operations on May 1st Mr. Mignan recently opened a new theatre at Victoriaville, Quebec.

Vancouver News

By JACK DROY

BRITISH COLUMBIANS face the heaviest dose of new provincial taxation in history, as a result of government measures which have passed the Legislature. A conservative estimate is that the new measures will put $13,600,000 a year out of private pockets into the public purse. Number one item is the controversial new 3 per cent retail sales tax, estimated to nick the public for $12,000,000. In addition to that, the province now plans to move further into the amusements and pari-mutuel tax fields as soon as the Federal government lifts the war-time levies it imposed. The 20 per cent Federal amusement tax, which the province proposes to take over, will produce around $1,250,000 a year, which will be devoted to the new hospital insurance scheme. Theatremen are opposing the grab, as they had agreed to pass the 20% on to the movie patrons, when the Federal government lifted the war-time tariff.

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Plenty of competition for theatres here last week with the hockey playoffs, Ruth Draper at the Cinema, Lena Horne at the Cave, and the Ink Spots at the Palomar. They all cut into theatre grosses at the downtown moving picture spots who all did below normal business.

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Mrs. Brooks, 71, who went to see the movie "The Spiral Staircase", last year at the Orpheum Theatre, Vancouver, found in the Supreme Court that she couldn't collect $965 damages for a fall on a real staircase in the theatre. The action was dismissed in her claim for a fractured ankle, suffered in going to her seat in the lower balcony of the Orpheum. Mrs. Brooks claimed an usherette was negligent in using a flashlight, causing her to fracture her ankle. The defence for F-P, Orpheum owners, said the theatre's lighting facilities were of the approved type, but said the unavoidable semi-darkness of the interior put some of the onus on theatre patrons. The Orpheum is Vancouver's largest theatre. Newspapers gave the case plenty of attention in their columns here.

* * *

Francis Martineau, of the F-P art shop, is one of Vancouver's top magicians and is in demand around town for conventions, night clubs, and intends to make it his career after he rounds out his act. Bill Baillie, his boss, also is a good sleight of hand artist.

* * *

H. Elgie who, with associates, is building a new theatre at Chemainus, Vancouver Island, was a Vancouver visitor and contracted with Harry Howard of Theatre Equipment Supply Co., for his entire equipment for the new $50,000 proposition in the lumber town.

Basil Horsfall, a Canadian Picture Pioneer member, will again be in charge of the 7 weeks of musical comedy, as musical director at the Stanley Park Theatre Under the Stars in Vancouver, during June and July. Horsfall recently returned from a Western Canada tour of three months with a musical comedy company.

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It is reported, but not confirmed, that Toronto interests are contemplating building a new film exchange building a block from local film row. There is an urgent need for an exchange building, vault space being at a premium, and most distributors could use more floor space in Vancouver.

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Florence Laity, manageress of the Rex, Vancouver, is away on a three weeks vacation. Sam Lambert, manager of Hanson 16 mm. exchange, is back from a two month prairie trip, selling the narrow gauge theatres. Sheila Be-Jay, lady manager of the Rio Theatre at Victoria, was here for a few days.

A $75,000 blaze that destroyed most of the business section of Fort St. John, B.C., destroyed the Carlsonia Theatre, the town's only movie, owned by J. Carlson. All the buildings were insured and were constructed during the boomtown Alaska Highway construction era. Population of the northern B.C. town is around 1300 persons.

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The doormen, cashiers, usherettes and candy girls, members of local union B-72 in the employ of F-P, were happy last week when they received back pay, which was retroactive since October 1947, under the agreement. Three members are using the extra coin to buy their wedding outfits, according to Margaret Colbourne, secretary.

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Leslie Plottel, branch manager of Empire-Universal, Vancouver, for the past five years, has resigned and has purchased an interest in Tracy's Apparel Shop Ltd., one of Vancouver's smartest shopping centres. He will join his brothers in its operation. Two of the Plottel boys, Joe and Benny, are well known in film business as they were film exchange managers in Canada. Leslie holds the degree of B.A. and L.L.B. and graduated in law from the University of Manitoba.

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

EGLINTON-TIVOLI
"The Sign of the Ram" (Col.), with Susan Peters and Alexander Knox.

FAIRLAWN-DANFORTH
2nd week. "Jassy" (E-L), Technicolor, with Margaret Lockwood, Patricia Roc and Dennis Price.

IMPERIAL
"Relentless" (Col.), Technicolor, with Robert Young and Marguerite Chapman.

LOEW'S
"The Bride Goes Wild" (M-G-M), with Van Johnson and June Allyson.

NORTOWN-VICTORIA
6th week. "Sitting Pretty" (Fox), with Robert Young, Maureen O'Hara and Clifton Webb.

SHEA'S
2nd week. "The Voice of the Turtle" (W-B), with Ronald Reagan and Eleanor Parker.

UPTOWN
"Are You With It?" (U-I), with Donald O'Connor and Martha Stewart. Also "Alias A Gentleman" (M-G-M), with Wallace Beery and Dorothy Patrick.

MONTREAL

CAPITOL
2nd week. "Killer McCoy" (M-G-M), with Mickey Rooney, Brian Donlevy and Ann Blyth.

IMPERIAL
"Dangerous Years" (Fox), with William Halop and Ann Todd. Also "The Challenge" (Fox), with Tom Conway.

LOEW'S
"Good News" (M-G-M), Technicolor, with June Allyson and Peter Lawford.

PALACE
"Night Song" (R-K-O), with Dana Andrews and Merle Oberon.

PRINCESS
2nd week. "T-Men" (Int'l), with Dennis O'Keefe. Also "Linda Be Good" (Int'l), with Elyse Knox and Marie Wilson.

SAINT JOHN

CAPITOL
"The Swordsman" (Col.), Technicolor, with Larry Parks and Ellen Drew.

MAYFAIR
"Prison Without Bars" (Alliance), with Edna Best and Barry Barnes. Also "City Without Men" (Alliance), with Linda Darnell.

STRAND
"That Hagan Girl" (W-B), with Ronald Reagan and Shirley Temple.

WINNIPEG

CAPITOL
"Cass Timberlane" (M-G-M), with Spencer Tracy, Lana Turner and Zachary Scott.

GARRICK
"That's My Man" (Rep.), with Don Ameche and Catherine McLeod.

METROPOLITAN
"Gentleman's Agreement" (Fox), with Gregory Peck, Dorothy McGuire and John Garfield.

ODEON
2nd week. "A Double Life" (U-I), with Ronald Reagan and Signe Hasso.

RIALTO
"High Conquest" (Mono.), with Anna Lee and Gilbert Roland. Also "Smart Politics" (Mono.), with Freddie Stewart and June Preisser.

VANCOUVER

CAPITOL
"If Winter Comes" (M-G-M), with Walter Pidgeon and Deborah Kerr.

ORPHEUM
"Saigon" (Para.), with Alan Ladd and Veronica Lake.

PARADISE
"Dark Command" (Rep. re-issue), with Claire Trevor, John Wayne and Walter Pidgeon. Also "Ladies Courageous" (Col. re-issue), with Loretta Young.

PARK-PLAZA
"Holiday Camp" (E-L), with Flora Robson and Dennis Price.

VOGUE
"The Senator Was Indiscreet" (U-I), with William Powell.